

## Message Text

UNCLASSIFIED

PAGE 01 RIO DE 03168 081330Z  
ACTION EB-07

INFO OCT-01 ARA-14 ISO-00 AGRE-00 COME-00 STR-04  
TRSE-00 EPG-02 CIAE-00 INR-07 NSAE-00 /035 W  
-----103366 082305Z /64

R 081127Z JUL 77  
FM AMCONSUL RIO DE JANEIRO  
TO SECSTATE WASHDC 5064  
INFO AMEMBASSY BRASILIA  
AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 3168

DEPT PASS MCCONNELL FAS/USDA

E. O. 11652: N/A  
TAGS: BR, AGR, FTRD  
SUBJ: COFFEE EXPORT EARNINGS

1. GOB OFFICIALS, ACCORDING TO BRAZILIAN PRESS REPORTS, CONTINUE TO PROFESS TO BE UNWORRIED BY CURRENT RELATIVELY DEPRESSED INTERNATIONAL COFFEE PRICES. ON JULY 1 THE MINISTER OF INDUSTRY AND COMMERCE CALMON DE SA STATED TO 300 PARTICIPANTS AT THE BRAZILIAN COFFEE ROASTER CONGRESS QUOTE THE BRAZILIAN GOVERNMENT IS NOT CONCERNED WITH THE LACK OF COFFEE SALES TO FOREIGN MARKETS DURING THE MONTHS OF JULY AND AUGUST. WE WILL NOT SELL COFFEE BELOW THE ESTABLISHED MINIMUM EXPORT PRICE OF US\$3.20 PER POUND. I AM SURE THAT WITHIN 60 TO 90 DAYS THE MARKET WILL BE BACK TO NORMAL IN TERMS OF PRICES AND TRADE. DURING THE FIRST SEMESTER OF 1977 BRAZIL'S COFFEE EXPORTS OF 8.4 MILLION BAGS HAVE EARNED US\$2.15 BILLION. TOTAL 1977 EARNINGS FROM COFFEE EXPORTS SHOULD BE OVER US\$3.5 BILLION. UNQUOTE

2. IBC PRESIDENT CALAZANS WAS MORE CONSERVATIVE IN HIS 1977 BRAZILIAN COFFEE EARNINGS ESTIMATE: ABOUT \$3 BILLION IF THE INTERNATIONAL MARKET DEMAND IS HIGH. CALAZANS ALSO COMMENTED  
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THAT THE FALL IN PRICES WAS NO REASON TO PANIC AND THAT IT DID NOT MAKE SENSE TO IMAGINE THAT QUOTATIONS WOULD ALWAYS RISE AT THE RATE THEY ROSE DURING THE PEAK PERIOD.  
DEXTER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** COFFEE, EXPORTS, PRICE CONTROLS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 08-Jul-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Type:** TE  
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**Review Markings:**  
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